

## COMMERCIAL USES

Existing commercial uses in North Long Beach are typically located along major arterials. The key strategy of the Strategic Guide regarding commercial uses is to re-orient these areas from the existing linear pattern of development along arterials and instead concentrate commercial uses at key intersections or “nodes.” It is recommended that relocation programs be undertaken in order to encourage successful existing businesses to relocate to these more defined commercial nodes.

Three types of commercial nodes are identified and proposed: 1) Pedestrian-oriented “Village Center” nodes; 2) Neighborhood Convenience nodes; and 3) Sub Regional Commercial nodes. Node types are differentiated by: the type of commercial uses included; the population that those uses serve; the urban setting and physical character of the commercial development; and the manner in which the uses serve community residents. In all cases, development of design guidelines is recommended as is the incorporation of parking, green space and arts and cultural facilities. Development of nodes should be balanced with traffic concerns and maximum traffic efficiency throughout North Long Beach during redevelopment.

The accompanying map, Figure 7-2 “Commercial Use Strategies” illustrates the three types of commercial nodes.

### Pedestrian-Oriented Village Center Nodes

The development of economically vital retail centers that serve local residents and local workers is essential to the revitalization of North Long Beach. Such centers would enhance economic activity and value, as well as contribute to a community sense of identity, differentiating it from other areas of the City.



*Example of a pedestrian-oriented area*

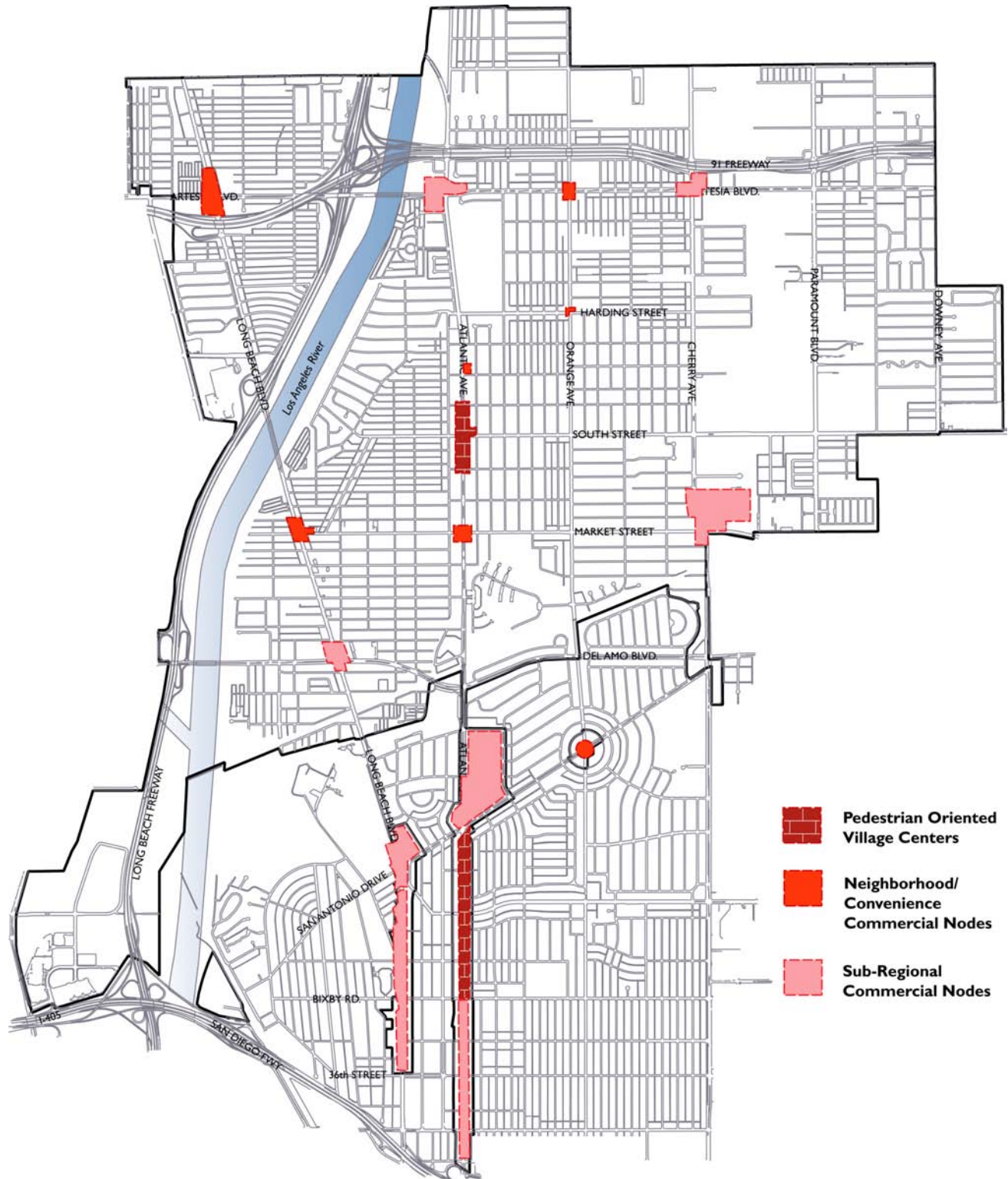
To this end, it is recommended that two areas of North Long Beach be intensified as community-serving “Village Centers” – one in North Long Beach and one in Bixby Knolls. These areas should be developed as pedestrian-oriented environments easily accessible to nearby residents and local workers. The development of street-oriented retail uses, restaurants, and other service uses would be promoted.

Buildings would be designed, sites extensively landscaped, and sidewalks improved with streetscape amenities to enhance pedestrian activity and convey a “village” quality. A parking program would be implemented that integrates selected existing and new parking lots into common shared parking areas.

A regular calendar of community events could be scheduled to foster identity and activity. Business organizations would be enhanced to manage and promote financing and events.

As they exist now, these areas are characterized by commercial structures and uses oriented toward streets and sidewalks, and already create and promote pedestrian traffic. Pedestrian oriented uses, include small-scale retail, cafes, restaurants and boutiques. For pedestrian ori-

Figure 7-2  
Commercial Uses Strategies



ented uses to be successful, pedestrian activity must be encouraged through amenities such as benches, street trees, sidewalk improvements, and other physical improvements. Although these areas are envisioned as pedestrian-oriented centers, provision of additional parking will still be required. Creating ample parking through shared parking lots and additional on-street parking is highly recommended.

One goal of pedestrian-oriented areas in North Long Beach is to create an identifiable “center” for the existing community. These areas are not intended to be regional destination areas, more so they are intended to serve the local population as a place where local public interaction can occur.

Two areas in North Long Beach are identified as Village Centers: the existing pedestrian oriented areas near the intersection of Atlantic Avenue and South Street and pedestrian-oriented areas along Atlantic Avenue in Bixby Knolls (between San Antonio Drive and Bixby Road).

#### ***Intersection of Atlantic Avenue and South Street***

The existing character and mix of retail stores around this intersection lends itself to a pedestrian oriented village-type location. The opportunity presented by the existing character suggests that the area



*Existing conditions on Atlantic Avenue at South Street*

around this intersection be developed as a focal point or center for North Long Beach and should serve as the principal neighborhood commercial center/town center. Pedestrian-oriented retail uses would be expanded along street frontages, streetscape and parking improvements would be implemented, and public uses and pocket parks would be developed as appropriate. Business recruitment for unique stores, restaurants, cafes, and local businesses would be implemented through existing or future business associations. The building and zoning code should be adjusted to be permissive for mixed-use development, potentially incorporating housing units on upper floors. Public uses are encouraged. The relocation and expansion of the North Branch Library to this location, or adjacent to this area, is an option supported by library planners.

This area has been identified as a catalytic “Target Site” and alternatives for development in this important area will be presented in Section 8 “Target Sites.”

#### ***Atlantic Avenue between San Antonio Drive and Bixby Road (Bixby Knolls)***

The existing retail establishments along Atlantic Avenue between San Antonio Drive and Bixby Road already exhibits the characteristics of a village-type pedestrian area. Angle parking, street trees, and shops and restaurants fronting wide sidewalks are all existing amenities in this area. Several planning and revitalization efforts have been undertaken in this area, including a streetscape, urban design and facade improvement program, as well as a business recruitment strategy. It is recommended that current efforts to maintain and revitalize this area continue in order that this location remain a “center” for residents of Bixby Knolls.

### Design Principles for Commercial Pedestrian Areas

In order to achieve the goal of pedestrian-oriented development in the areas described above, it is recommended that specific design principles be formulated in order to positively shape the nature of development.

Listed below are design principles related to the pedestrian oriented areas at Atlantic Avenue and South Street and for Atlantic Avenue in Bixby Knolls:

- Retail and community serving uses shall be located at ground level.
- Uses that generate pedestrian traffic shall be encouraged.
- Sidewalks may be used for outdoor cafes, signage or merchandise display. Such uses shall always keep a clear path for pedestrians.
- Uses that conflict with or discourage pedestrian activity or interrupt the practice of locating a building front wall at or near the property line should not be allowed.
- New construction should be built at or near the front property line in order to be adjacent to or close to the sidewalk. However, new construction may be setback from the property line up to 10 feet where the setback is used for pedestrian activities and where the setback is consistent with the prevailing pattern of development.
- Corner parcels can be developed as focal points consisting either of open courtyards or architectural elements, such as a tower, fountain, or other corner-defining elements.
- New construction at front property lines should be no more than two stories in height.
- New buildings should be compatible with or contextual to the architecture, size, massing, roofline, cornice line, and details of adjoining buildings.
- For new and renovated structures, at least 75 percent of the façade between two and eight feet above the sidewalk should be clear windows and doors.
- Storefront windows should be clear glass, neither tinted nor reflective. Windows may be shaded by street trees and awnings.
- Window displays should be encouraged to provide transparency between the street and the store. Windows should not block or completely obscure the building interior from passersby.
- For all front windows, at least 75% of the glass area should be unobstructed by signage.
- Metal garage doors, folding security screens, or other security features which detract from street appearance, should not be allowed.
- Awnings that complement the architectural character of the building or storefront are encouraged. Awnings should be made of natural canvas materials and should be replaced when they become faded or worn. Aluminum, vinyl, and back-lighted awnings are discouraged.
- If the façade of a new building contains multiple users, a variable façade and trim around each storefront is encouraged.
- A combination of storefront, window and perpendicular/pedestrian signs should be allowed to be, but not exceed, one square foot of signage per linear foot of property width.
- Construction of new or substantial refurbishment of existing freestanding, pole-mounted signs and ground-mounted signs should be discouraged in order to result in the removal of all non-conforming signs over time.
- Storefront signs should be mounted parallel and directly onto buildings.
- Internally lit "canister signs" with opaque faces should be discouraged.
- Appropriate signage on awnings could be allowed.
- Signage may be lighted from external sources, such as lamps and spot lights.
- Roof signs shall not be allowed.





- Perpendicular signs should be mounted above eye-level, perpendicular to the building face and hang over the sidewalk.
- Iconic images should be encouraged for perpendicular signage.
- Address signs may be used to identify building location, but should not be used as primary signage.
- Billboards should not be permitted.
- Signs in the public right of way may be subject to or may require special use permits.



### Neighborhood Convenience Nodes

These areas are characterized by commercial uses that fulfill a local need for day-to-day activities, including such uses as dry cleaners, laundry, convenience stores, local ethnic markets and bakeries, fast food restaurants, gas stations and other similar uses. These uses are typically in small strip mall developments or in commercial structures flush to existing sidewalks. Ample parking is provided in order to facilitate easy access for “errand-running” activities. Pedestrian access is also provided serving residential areas in close proximity to nodes.

Seven areas in North Long Beach have been identified as Neighborhood Convenience nodes and are typically located at the intersection of two arterials. These intersections are: Long Beach Boulevard and Artesia Boulevard; Orange Avenue and Artesia Boulevard; Atlantic Avenue and Market Street; Long Beach Boulevard and Market Street; Orange Avenue and San Antonio Drive; and the existing Albertson’s grocery store at the intersection of Atlantic Avenue and 60<sup>th</sup> Street.

#### *Intersection of Artesia Boulevard and Long Beach Boulevard*

Development in this area should be neighborhood and community focused. Existing retail stores should be improved and new development limited to very small-scale retail. A consolidation of retail into one specific center is recommended. Existing larger commercial properties directly adjacent to the node are encouraged to be redeveloped or adapted as public uses such as community centers or open space. Large-scale development or freeway-oriented development is strongly discouraged.

#### *Intersection of Orange Avenue and Artesia Boulevard*

Existing commercial uses along Artesia Boulevard should be consolidated into a small neighborhood-oriented node at this intersection. This node should serve the proposed new housing along Artesia Boulevard (see Housing Strategies).

#### *Intersection of Atlantic Avenue and Market Street*

The fast food establishments and small retail centers at this intersection should remain and be improved as a small neighborhood-oriented commercial node. Facade and streetscape improvements are encouraged, as are improvements in pedestrian access from proposed housing along Atlantic Avenue.

#### *Intersection of Long Beach Boulevard and Market Street*

Blocks adjacent to this intersection are the historic core of North Long Beach and were the original “downtown” of Virginia City, the name by which North Long Beach was formerly known. Some historic structures remain. All structures of historic significance should be included in the node. Façade improvement and restoration programs should be a high priority. It is recommended that neighborhood-oriented retail uses be concentrated in the blocks directly adjacent to the intersection. Development should be pedestrian-oriented and connectivity to proposed residential development along Long Beach Boulevard is proposed.

#### *Intersection of Orange Avenue and Harding Street*

Small neighborhood retail centers at this intersection should remain and be improved as a small neighborhood-oriented commercial node. Façade and streetscape improvements are encouraged.

#### *Intersection of Orange Avenue and San Antonio Drive*

The former gas station and retail structure at this intersection should be replaced with retail uses with street frontages and limited parking in rear. Due to the close proximity to multi-family uses and a city park, an opportunity exists for the development of one or two retail uses serving the neighborhood population, including a restaurant cafe and a small market.



**Former Albertson's at 60th Street & Atlantic Avenue**

Due to the closure of this facility, it is recommended that the structure be converted to a different community-serving retail use, such as a drug store (Sav-On). Alternative sites will be explored to develop a new grocery store in North Long Beach to replace the former Albertson's.

**Sub-Regional Commercial Nodes**

These areas are automobile-oriented and contain larger scale uses. They typically have either a large anchor tenant, such as a large grocery store or other large retailer; or they are located adjacent to freeway corridors and serve associated traffic. Some commercial uses overlap with those of Neighborhood Convenience nodes.

Seven Sub-Regional Commercial Nodes are identified in North Long Beach. These are: areas around the intersection of Artesia Boulevard and Atlantic Avenue; Artesia Boulevard and Cherry Avenue; Market Street and Cherry Avenue; Long Beach Boulevard and Del Amo Boulevard; Long Beach Boulevard and San Antonio Drive; Atlantic Avenue and San Antonio Drive; and commercial frontages along Atlantic Avenue in Bixby Knolls (south of Bixby Road to the 405 Freeway).



Sub-regional commercial node in North Long Beach

**Intersection of Artesia Boulevard and Atlantic Avenue**

This area should remain as a highway-oriented convenience commercial node. A new use with a high quality anchor tenant is proposed for land on the northeast corner of the intersection. The visual quality of the area requires improvement as this intersection serves as a "gateway" to North Long Beach. Pedestrian issues exist concerning access to Jordan High School and require improvement through more clearly defined walking areas, crosswalks and signals.

**Intersection of Artesia Boulevard and Cherry Avenue**

This area should remain a highway-oriented commercial node associated with freeway off ramps. Visual quality requires improvements (add landscape).

**Intersection of Market Street and Cherry Avenue**

The K-mart corporation has submitted site plans for the improvement and expansion of this facility. It is recommended that site modifications include additional landscaping and improved access with a signalized intersection onto Cherry Avenue. Commercial uses on the west side of Cherry Avenue should be consolidated into the commercial properties on the northeast corner of the intersection and replaced with housing or open space.

**Intersection of Long Beach Boulevard and Del Amo Boulevard**

This area should remain as a highway-oriented convenience commercial node. The proposed development of an educational use at the former Dooley's Hardware site creates a need for extreme sensitivity in terms of aesthetics, streetscape quality, and pedestrian access. As it exists, this intersection has gas stations, fast food restaurants, or convenience stores on multiple corners. It is recognized that these uses serve a community need and should not be replaced; however, the



visual quality of the area requires significant improvement. In a manner similar to the intersection of Artesia Boulevard and Atlantic Avenue, this intersection serves as a “gateway” to North Long Beach and should be treated as such. If the Dooley’s site is not developed as an educational use, a new community-serving retail use integrated with adjacent uses, is recommended.

***Long Beach Boulevard from San Antonio Drive to 36th Street***

Office and retail uses at the intersection of Long Beach Boulevard and San Antonio Drive should be maintained in this part of Bixby Knolls. Technology infrastructure, such as fiber optic cable, could be encouraged in order to support high tech office uses. Portions of Long Beach Boulevard south to 36th Street are characterized by underutilized and vacant low-rise garden office uses, non-chain motels, vacant lots, and vacant or underutilized retail space. The market analysis completed for the Strategic Guide indicates little or no market opportunity for these commercial uses. It was originally proposed that this area be redeveloped as high-end residential/townhouse uses consistent with adjacent residential uses. This strategy would have allowed for the removal of inappropriate motel uses, provided home ownership opportunities for the next generation of Bixby Knolls residents, allowed for the creation of consistent residential zones, and removed the potential for property-value lowering nuisance, vacant, or blighted uses occurring along Long Beach Boulevard. However, in response to local community input, it is recommended that opportunities to develop new or renovate existing office and retail uses be continued until such time as a more detailed strategy can be developed.

***Intersection of Atlantic Avenue at San Antonio Drive***

This large commercial area is split into two sections. The shopping center area north of 45th Street has recently undergone renovations and should remain as an important shopping area for residents. The shopping center area between 45th Street and San Antonio Drive is characterized by vacancies and a need for overall façade and landscape improvements. An opportunity exists to prevent the decline of this shopping area by promoting it as a node that connects to and reinforces corridor commercial uses to the south. Concurrent with strategies for improvements to the shopping center and the recruitment of new tenants, the opportunity presented by large parking lots is one of combining commercial and community uses. These areas could be programmed for public or neighborhood events such as block parties, art fairs, picnics, farmers markets, etc. Efforts should continue with respect to the development on the northeast corner of the intersection, in the triangle on the northeast corner of San Antonio Drive and Atlantic Avenue. Efforts should be made to consider and encourage open space possibilities and enhancements concurrent with any upgrade programs implemented at the site.

***Atlantic Avenue between Bixby Road and the 405 Freeway (Bixby Knolls)***

Commercial frontages along Atlantic Avenue in this area should be maintained and improved, focusing on automobile-oriented uses. These types of developments typically include building siting near the rear of commercial lots, ample parking situated between buildings and roadway, and signage geared towards automobile traffic. Landscape and signage improvements are highly recommended.





## RESIDENTIAL USES

Stable and enhanced residential neighborhoods that contain appropriate and viable housing options for residents are the foundational core of a revitalized North Long Beach community. To this end, it is recommended that programs be undertaken to maintain the area's existing single- and multi-family housing and upgrade their quality and value where deteriorated. Also, the market analysis prepared to support the Strategic Guide identified a strong market opportunity for the development of new housing within North Long Beach; therefore, opportunities for the development of new housing are identified. Furthermore, the Housing Element of the Long Beach General Plan states that the primary need for housing in North Long Beach is for larger units with three or more bedrooms suited for families. Recommendations presented here for residential uses attempt to address this need. Also consistent with the Housing Element of the Long Beach General Plan, development opportunities for senior housing is recommended and encouraged.

Strategies for residential uses in North Long Beach fall into five categories: 1) Design principles for pedestrian areas; 2) strategies for improving or maintaining the quality of existing residential areas; 3) conversion of certain existing commercial corridors to residential uses; 4) conversion of mixed commercial and residential minor arterials into consistent residential zones; and 5) create opportunities for home ownership. The accompanying map, Figure 7-3 "Residential Use Strategies" illustrates existing arterials where a conversion to residential areas is proposed.

Very high density housing (exceeding 24 units/acre) is not appropriate and is strongly discouraged. All proposed housing should integrate into the existing fabric of adjacent residential areas. It is also recommended that new housing developments, if renter-occupied, incorporate on-site management.

For all residential areas of all housing types, it is recommended that opportunities for the selective removal of residential units and replacement with mini-parks/open space, be examined. The result would be lowered densities and the provision of recreation use areas.

### Design Principles for Residential Areas

In order to achieve the goals of residential development in the areas described above, it is recommended that specific design principles be formulated in order to positively shape the nature of development.

Listed below are design principles related to residential development:

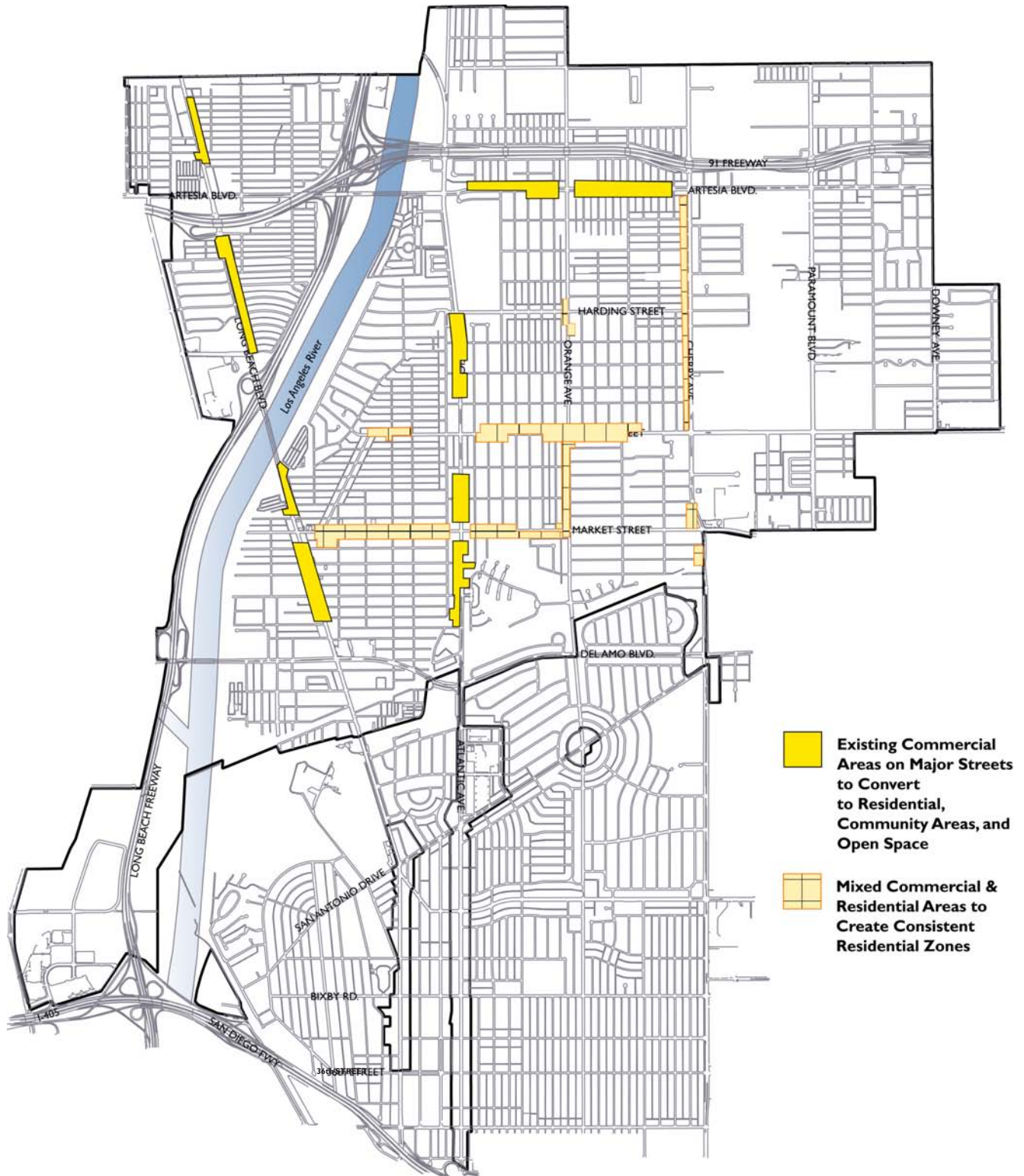
#### *All Residential*

- Visual interest in the façade of the building should be created by varying the horizontal plane of the building.
- Encourage the use of color and texture in the design of new structures and in the rehabilitation of existing structures
- Encourage passive shade and solar heating features as part of the architectural design in order to reduce energy costs.



*Existing conditions along Artesia Boulevard*

Figure 7-3  
Residential Uses Strategies



***Multi-Family Residential***

- Entries to multi-family units should be oriented to the street and provide an open view into a common courtyard or foyer.
- New or replacement multi-family housing should provide the maximum level of open space possible for use and recreation by residents.
- On-site recreation amenities are encouraged.
- On-site property management is strongly encouraged.

***Single-Family Residential***

- New or infill single-family housing should match the scale and context of the surrounding dwellings.
- Detached garages should be located to the rear of properties and screened from street-view.
- Opaque, chain link, or high fencing of front yards should be prohibited.

**Existing Residential Areas**

The maintenance and improvement of existing residential areas in North Long Beach is an important goal of the Strategic Guide; to that end several recommendations are made with respect to existing residential neighborhoods. These recommendations are as follows:

***Existing Residential Areas Between Artesia Boulevard and Artesia Freeway, and south of Artesia Blvd. / east of Paramount Blvd.***

These areas have some of the highest residential densities in North Long Beach. In order to improve these issue-plagued and physically isolated neighborhoods, maintenance and upgrade of existing residential uses is recommended. In keeping with overall recommendations for residential uses in North Long Beach, existing residential uses should be selectively removed and replaced with neighborhood mini-parks/open space in order to decrease densities and to provide recreation use areas.

***Existing Multi-Family Residential Units along Andy Street***

In order to improve this issue-plagued and physically isolated neighborhood, it is recommended that property owners, working with the City, undergo a series of to-be-determined strategies for the overall improvement of the area. Selective removal of some units could assist in the overall opening-up of the dense development pattern. The creation of a property owner's association and the gating of the community is recommended.

***Single-Family Residential Areas***

It is recommended that several strategies be implemented in order to maintain and improve existing residential areas in North Long Beach. These include, but are not limited to the following:

- Provision of incentives for expanded home ownership;
- Development of open space and pocket parks, where possible;
- Improvement of existing housing units (painting, materials repair, roofing, etc.) and improvement of properties (debris removal, landscape planting and trimming, etc.);
- Active enforcement of property maintenance and health and safety codes by the City;
- Education of home owners, property owners, and renters regarding methods of maintenance and repair;
- Provision of loans and other financial incentives for property maintenance;
- Establishment of residential associations or neighborhood watch areas (both homeowner and renter), where they do not exist, whose residents would administer and participate in these programs;



- Expanded partnerships with the Police Department and community service providers to promote public safety;
- Addressing community issues in residential neighborhoods through improved and expanded community programs;
- Replacement of economically obsolete and deteriorated dwellings with new housing;
- Infill of vacant and underdeveloped properties with new housing;
- Removal of illegal structures and additional housing units on single-family lots;
- Development of new facilities, such as multi-purpose community facilities, at local parks and schools that serve as a point of neighborhood identity and activity; and,
- Installation of streetscape improvements (street trees, lighting, signage, paving, etc.).



*Existing single-family residential neighborhood in North Long Beach*

### **Conversion of Existing Commercial Corridors to Residential**

As identified earlier in this document, one of the primary issues facing North Long Beach is the existence of underused, vacant, and often blight-ridden commercial structures along major arterials. This fact, coupled with the high demand for housing in the region, creates an opportunity to provide housing along these corridors through the removal of existing commercial properties and replacing them with residential units.

The strategy of developing residential structures along the existing commercial corridors serves as a corollary for the concentration of commercial development at nodes. The resulting land use pattern is one of consistent residential areas throughout North Long Beach with small areas of concentrated commercial development, as opposed to the existing pattern of linear commercial development along major arterials.

It is not intended that only residential development occur in these areas. It is essential that community uses and open space be provided in these areas as well.

The three major commercial corridors that lend themselves to such conversion are Long Beach Boulevard, Artesia Boulevard, and Atlantic Avenue. Below is an overview of the types of residential units for each of these areas. More detailed descriptions, including recommended residential types and proposed site plans are presented in Section 8, "Target Sites."

#### ***Existing Commercial Frontage on Long Beach Boulevard, north of I-710***

It is recommended that existing commercial frontages be removed and replaced with low density residential (e.g. small lot single family homes) consistent with surrounding residential neighborhoods. Parts of Long Beach Boulevard in this area are currently residential; however, parallel frontage roads exist. Where possible, this configuration should be emulated.

#### ***Existing Commercial Frontage on Artesia Boulevard***

The existing mix of blighted commercial uses, edge-less industrial uses (such as auto repair stores) should be removed and replaced with residential areas. The large width of Artesia Boulevard in this area coupled with relatively deep lots along Artesia allow for more flexibility in terms of types of residential units that can be developed. It is recommended that, where possible, new residential units be "turned around" and oriented to the existing residential areas to the north and south of Artesia. A green buffer would then be provided in between housing units and Artesia Boulevard. Access to residential units from Artesia should be limited.





***Existing Commercial Frontage on Atlantic Avenue between Harding and Del Amo.******(Excluding commercial areas at South Street, at Market Street, and the neighborhood shopping center serving Carmelitos)***

It is recommended that the existing commercial frontages be removed and replaced with medium density residential, such as townhouses, duplexes or small multi-family structures. South of Market, one objective is to use positive residential development along the arterial to encourage the upgrade of neighborhoods to the west of Atlantic and the upgrade of the neighborhood shopping center on the east side of Atlantic (near Carmelitos). The residents in the proposed residential units north of Market Street would add a neighborhood population base utilizing retail and community facilities at the Village Center.

***Existing Commercial Frontages on Long Beach Boulevard, between I-710 and the Union Pacific Railroad (just south of Del Amo Boulevard).***

It is recommended that the existing commercial frontages be removed and replaced with single family residential units or duplexes. Density should “ramp-up” closer to the commercial development area near the intersection of Long Beach and Market in order to provide a pedestrian population base serving that proposed commercial node. Housing development should occur in a manner appropriate to existing uses and lot configuration. Areas south of Del Amo to the east-west Union Pacific Railroad tracks should be converted to residential from the existing motel and other commercial uses. The introduction of senior housing may be appropriate for this location. Residential development in this area should be consistent in scale and character to adjacent existing residential neighborhoods.

**Existing Minor Arterials to Convert to Consistent Residential Zones**

Several minor arterials in North Long Beach are characterized by a pattern of mixed development, including commercial and residential uses. These corridors include South Street, Orange Avenue, Market Street, and Cherry Avenue. It is recommended that blighted commercial structures directly adjacent to residential units be removed or replaced with new, consistent, residential units. New housing development should be low density, should be of a size and scale appropriate for each individual site, and should be consistent with adjacent residential areas. These areas are as follows:

***Existing Commercial & Residential Frontage on South Street***

It is recommended that small commercial properties be converted to residential, creating consistent zones of residential and community or institutional uses.

***Existing Commercial & Residential Frontages on Orange Avenue & Cherry Avenue***

It is recommended that small commercial properties be converted to residential, creating consistent zones of residential and community or institutional uses. Areas on the west side of Cherry Avenue should be “turned inward” in order to create buffers from industrial uses on the east side of Cherry.

***Existing Commercial & Residential Frontage on Market Street***

It is recommended that small commercial properties be converted to residential, creating consistent zones of residential and community or institutional uses. Small senior housing developments are a good option.





## INDUSTRIAL USES

In recognition of the importance of North Long Beach's industrial areas as a provider of community jobs and revenue, it is recommended that strategies be implemented to retain and enhance these uses. This includes property improvements and the screening of uses in order to enhance visual quality and compatibility with surrounding residential and commercial uses. Also, the market analysis prepared to support the Strategic Guide identified a strong market opportunity for the development of industrial uses in North Long Beach; therefore, opportunities for the new or expanded industrial development are identified.



*Existing industrial uses in North Long Beach*

Strategies for industrial uses in North Long Beach fall into three categories: 1) Conversion of utility corridors to industrial use, where feasible; 2) Conversion of some commercial areas to industrial uses in order to create consistent industrial zones.; and 3) Strategies for improving or maintaining the quality of existing industrial areas. Figure 7-4 "Industrial Uses Strategies" illustrates the areas for which each of these strategies is applicable.

### Conversion of Utility Corridors to Industrial Use

As stated above, market opportunities for the development of industrial land exist in North Long Beach; however, in order to accomplish a large development of industrial land, large contiguous land masses are required. Without the removal of existing residential units, the only large areas of "vacant" land in North Long Beach are those areas in the utility corridors, beneath high tension power lines. It is recommended that, where feasible and appropriate, opportunities for developing light industrial, job creating uses along these corridors be explored.

#### *East-West SCE Utility Corridor*

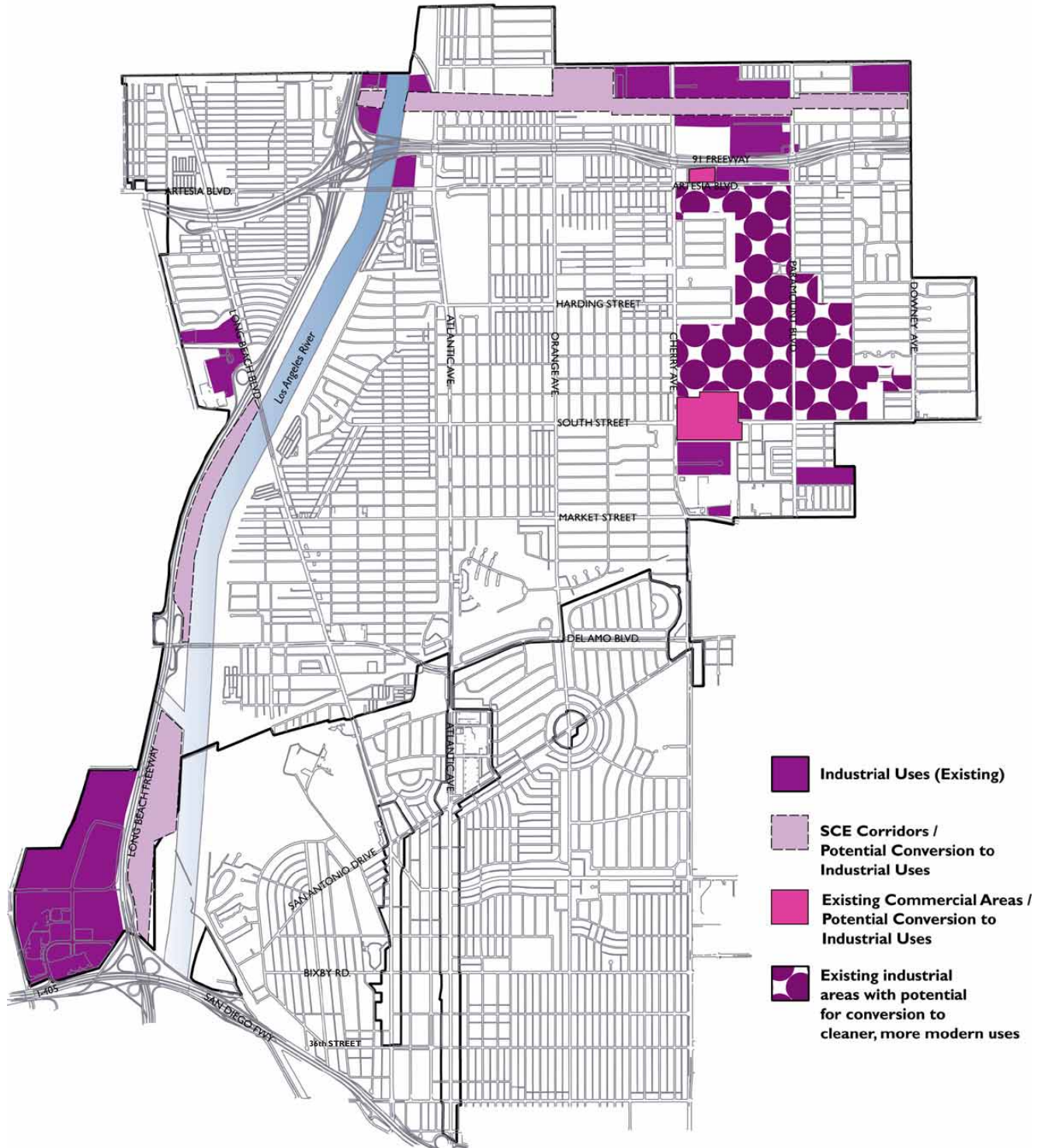
Areas should be converted to low-impact light industrial as opportunities arise. Integration with existing land patterns is a key concern and incompatible adjacencies should be avoided where possible. Industrial uses should not be developed adjacent to existing residential areas or schools. In these cases, open space is the recommended land use. Controlling visual impacts is imperative and therefore the long-term storage of shipping containers is not an appropriate option.

#### *North-South SCE Utility Corridor between Long Beach Blvd. and the 405 Freeway*

Areas should be converted to low-impact light industrial as opportunities arise. Poor access to and from the 710 Freeway is a significant consideration; therefore, uses such as telecom switching stations or other uses not requiring frequent or infrastructure-intensive access ramps are recommended. Controlling visual impacts is imperative and therefore shipping container storage is not an appropriate option. Any and all proposed uses should be reviewed in order to insure appropriate measures are implemented with respect to traffic mitigation.



Figure 7-4  
Industrial Uses Strategies



### Conversion of Commercial Areas to Industrial Use

Some areas of underused, vacant, or blighted commercial properties are located directly adjacent to existing industrial uses, it is recommended that these areas be converted to industrial use in order to take advantage of the market opportunity for industrial development and to create consistent zones of industrial uses. These areas are illustrated on Figure 5-4. The most notable location is the former Builders Emporium/Hi-Lo site. Some community input regarding this site leaned towards a desire for commercial uses here. Based on input from City staff and Agency consultants it was determined that industrial uses are more economically viable at this location. Furthermore, the site is one of only a few large-parcel sites in North Long Beach available for light-industrial development. Also, the site is adjacent to existing industrial land (as opposed to residential areas) making industrial development appropriate from both a developer and community perspective.

### Existing Industrial Areas

Existing industrial uses within North Long Beach are an asset to both the community and the City as a whole, providing jobs and tax revenue. However, opportunities exist to improve and upgrade these areas. A list of strategies for the improvement of existing industrial areas follows:

- Modification of traffic patterns and introduction of strict parking regulations in order to restrict heavy truck traffic and eliminate truck parking along arterials;
- Removal or screening of shipping container storage or other visually unattractive uses;
- Improving edges and buffering between industrial and other land uses through berms, landscaping, and screening;
- Conversion of existing heavy industrial uses to cleaner uses, including high tech uses;
- Improvement of aesthetics in existing industrial uses, including requirements for curbs in industrial areas, restrictions requiring screening or removal of storage and lay-down areas. Design guidelines for industrial areas should be developed to address these issues.

### Design Principles for Industrial Areas

In order to achieve the goals of industrial development in the areas described above, it is recommended that specific design principles be formulated in order to positively shape the nature of development.

Listed below are design principles related to industrial development:

- Locate parking and storage to the rear and side of the building.
- Visual interest in the façade of the building should be created by varying the horizontal plane.
- Encourage the use of color and texture in the design of new structures and in the rehabilitation of existing structures.
- The roof line should incorporate detailing such as cornices, multiple horizontal lines, or rows of tiles at the top of the parapet wall. Detailing should continue around the building or end at a logical point.
- Rooftop-mounted mechanical equipment shall be screened. The screening should be integrally designed with the rest of the building.



*Example of undesirable edge between industrial & residential uses.*

## COMMUNITY FACILITIES

Deficiencies in existing community facilities and a significant need for additional community facilities in North Long Beach were key concerns identified through public input, the Strategic Guide Steering Committee and by community service providers. Senior housing, community centers, meeting rooms, libraries and recreation centers were identified as substantially deficient areas.

In order for successful revitalization of North Long Beach to occur, improvements to and an augmentation of existing community facilities must be an integral part of the redevelopment process. To this end, it is recommended that initiatives for the provision of additional community facilities of all types be pursued. Community facilities should be located away from industrial areas and should be integrated alongside proposed residential development planned along existing commercial corridors and within commercial nodes.

Integration of community uses provides several benefits for the community and adds support to the goals and objectives of the Area-Wide plan

## SCHOOLS

Overcrowding of school facilities and shortage of school facilities in North Long Beach was a key concern identified throughout the planning process. As a result, it is recommended that additional school facility sites be pursued within North Long Beach, where possible. It is also recognized that development of school facilities is land intensive and that existing vacant land areas do not currently exist within North Long Beach.

Two sites have been identified by the Long Beach Unified School district as development opportunity sites for new school facilities in North Long Beach. One site is located on Susana Road at Bort Street on the eastern edge of the Study Area. It is the intent of the school district that the school developed on this site serve as a satellite campus for Jordan High School and would accommodate the school's 9th graders.

The other site identified by the school district as an opportunity for school development is the former Dooley's Hardware site located on Long Beach Boulevard just north of Del Amo Boulevard. This vacant commercial space is situated on a large lot and could potentially provide ample land for the development of an elementary or middle school facility. Should the school district fail to acquire this site and construct a school, it is recommended that this site be developed as a commercial/retail center.

## PARKS

North Long Beach lacks sufficient park and recreational facilities to support the needs of existing residents. This deficiency exists on all levels, from large parks with active uses such as ballfields, to small pocket or neighborhood serving parks. The overall lack of vacant land in North Long Beach makes development of parkland difficult. It is the recommendation of this plan that park acreage be increased in the following ways:





First, as new residential areas are developed along existing commercial corridors, provision of small neighborhood and pocket parks should occur. The development of these parks must be designed in a manner compatible to existing and planned land uses. Sites must be carefully planned to limit the impact of lighting, noise, and other activities on adjacent residential areas. Of utmost concern is the safety of park users, and therefore, parks should be designed as visually open areas.

Second, connections to the Los Angeles River should be pursued in order that the river be utilized as a recreational resource. The most significant opportunities for such development are those vacant areas in the SCE corridor adjacent to the river. Negotiations for the development of the corridor in the area between Long Beach Boulevard and Artesia Boulevard as a park facility are ongoing and integrate well with the goals and objectives of this plan.

Third, existing City of Long Beach Department of Parks, Recreation, and Marine plans for park improvements and park development in North Long Beach should be pursued. The program includes plans for new mini-parks. Potential sites have been identified as follows:

- Market & Dairy (northwest corner)
- South & Dairy (southeast corner)
- Artesia & Myrtle (northeast corner)
- Artesia & Johnson (former Hudson Oil Company Site)
- 55th Way at Paramount

Improvements, repairs, and rehabilitation efforts are also planned for the following parks and community centers:

- Houghton Park
- Ramona Park
- Scherer Park

The proposed park locations and proposed park improvements noted above may or may not occur. At this time, no plans have been submitted for formal review and public input should be required prior to the finalization of any plans.

## STREETSCAPE

It is the recommendation of the Strategic Guide that streetscape improvements occur in a manner consistent with the North Long Beach Public Works Master Plan. In turn, the streetscape improvements presented in the North Long Beach Public Works Master Plan are also consistent with land use recommendations made in the Strategic Guide. The Public Works Master Plan recommends intensive, pedestrian-oriented streetscape amenities be developed at the intersection of Atlantic Avenue and South Street, and at the intersection of Market Street and Long Beach Boulevard. Landscape improvements to Long Beach “gateways” are also recommended. Other specific recommendations include appropriate provisions for the disabled in compliance with the Americans with Disabilities Act, as well as the provision of public transportation related amenities.

## PUBLICWORKSAND INFRASTRUCTURE STRATEGY

It is the recommendation of the Strategic Guide that public works and infrastructure improvements occur in a manner consistent with proposals made in the North Long Beach Public Works Master Plan.





## PUBLIC SAFETY

Historically, as with most urbanized areas, North Long Beach has been adversely impacted by criminal activity. Several strategies have been implemented in order to abate criminal activity, including active participation of local residents in Neighborhood Watch and Community Policing Programs. As a result, much of the crime has been eliminated, or in some cases, displaced to other residential and commercial areas.

It is recommended that Long Beach Police Department (LBPD) programs be continued and expanded in North Long Beach in order to further reduce the threat of crime. Responsibility for the implementation of these programs rests with the LBPD, community groups, schools, and other organizations, not the Redevelopment Agency.

Programs to be enhanced and expanded include:

- **Neighborhood Watch Program.** These existing neighborhood specific programs, set up and administered by local residents, should be strengthened and encouraged. It is recommended that North Long Beach neighborhoods without this program be identified and encouraged to adopt it.
- **Apartment Watch Program.** It is recommended that the LBPD continue to work closely with multi-unit apartment building managers, owners, and tenants to reduce criminal activity and improve surrounding neighborhoods through enhanced tenant screening, the establishment and enforcement of “house rules”, and referral to other City Departments for assistance.
- **Community/Neighborhood Policing.** It is recommended that the LBPD continue to work closely with community groups and individual residents to solve crimes, provide safety education, and develop person-to-person communications to resolve issues and chronic police problems. The continuation of the current pro-active problem-oriented policing approach is recommended.
- **Crime Prevention Through Environmental Design.** It is recommended that the City provide education in design and landscaping techniques to improve the safety of residents. Such techniques may include, but are not limited to, lighting, cameras, and proper trimming of trees and shrubs to enhance crime prevention.
- **Drug Abuse Resistance Education (D.A.R.E.).** It is recommended that the LBPD continue the D.A.R.E. program in Long Beach schools. This program targets school aged children and teaches them to avoid drug use.
- **Personal Safety Courses for Children.** It is recommended that a program of personal safety courses, aimed primarily at school children be established. These courses would identify “safe routes” for children and invite school crossing guards and police officers to discuss safety issues. Community groups would organize these programs.
- **Police Athletic League (PAL).** It is recommended that the LBPD expand the PAL Program to provide services in North Long Beach for youth ages 7 to 17 years. This is a highly successful sports-oriented, crime prevention program that relies on athletics, educational, and recreational activities to form a bond between police officers and youth.

## REGULATORY CONTROLS

Regulatory controls requiring adjustment with respect to proposals made in the Area-Wide plan are the City of Long Beach General Plan and the City of Long Beach Zoning Code. Key changes to these documents are as follows:

- The transportation element of the General Plan should be revised in order to reconcile roadway classifications for arterials in North Long Beach with proposed land use changes. For example, the existing classification of Atlantic Avenue as a Major Arterial might be revised to a classification as a Minor Arterial, in order to be more consistent with proposals for housing and pedestrian-oriented village areas.
- The land use element of the General Plan should be reviewed in order to promote the redevelopment of blighted and underused commercial corridors as residential areas and to promote the concentration of commercial development at key nodes.
- The housing element of the General Plan should be revised in order to recognize existing blighted and underused commercial corridors as opportunity areas for the development of for sale single-family housing.
- It is recommended that the zoning code be revised in order to allow for the development of housing along existing commercial corridors now zoned exclusively for commercial uses.
- It is recommended that design guidelines for housing along existing commercial corridors be developed and include guidelines that incorporate open space, adequate parking, community facilities, pedestrian-scale features, and inter-connectedness with other land uses.
- Code Enforcement: Currently, a community-based code enforcement system is in place and enforcement of the City's health and safety codes pertaining to property maintenance result from issues brought up by members of the community. Public comment throughout the planning process suggested that the existing process is inefficient and lacks adequate resources in order to address the wide scale maintenance issues in North Long Beach. Consequently, it is recommended that a more aggressive program of code enforcement be initiated in which the community is better educated in how to identify issues and notify appropriate City officials. An expanded program in which City staff would more regularly survey residential buildings and properties in North Long Beach and assess their compliance with applicable codes is ideal, although available resources will most likely always outweigh need.

Property owners and tenants in violation of City Code should continue to be cited for deficiencies, with financial penalties for failure to correct these within a reasonable period. An education program for property owners regarding lawful code is recommended. Existing penalties should be reviewed for their effectiveness in precipitating improvements and increased if necessary.

## REGULATORY CONTROLS

A wide range of land use and other recommendations are made in this Area-Wide plan. The recommendations and suggestions may require further studies prior to public approval and funding. The implementing party or funding source for suggested plans is not necessarily the Redevelopment Agency of the City of Long Beach. Potential implementing and funding agencies include City of Long Beach municipal departments, private developers, and other public and private service providers.

